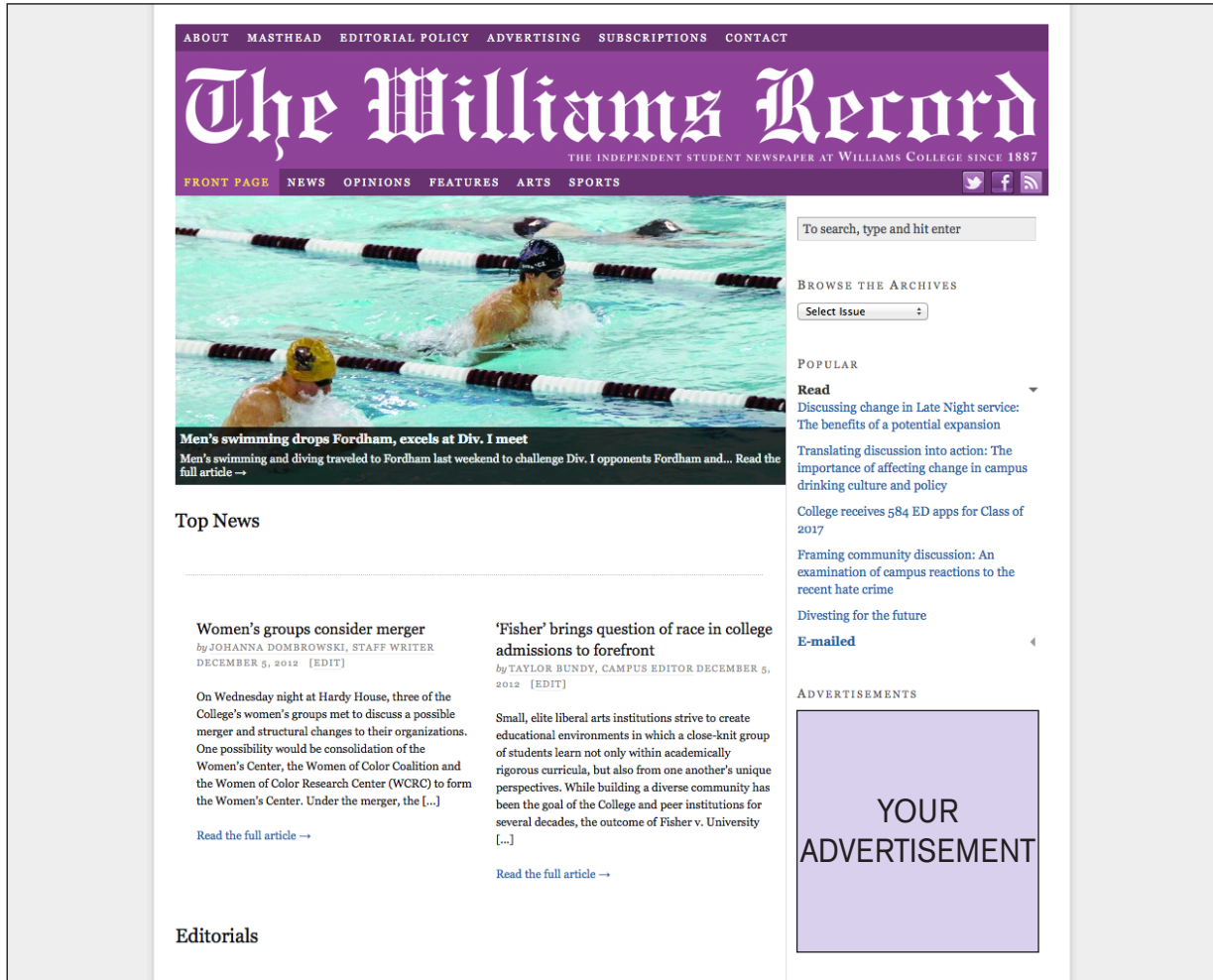


THE WILLIAMS RECORD

**THE INDEPENDENT STUDENT NEWSPAPER
OF WILLIAMS COLLEGE
SINCE 1887**

**ONLINE ADVERTISING GUIDE
2015-2016**



THE RECORD, PAST AND PRESENT

The *Williams Record*, published on Wednesdays during the school year, is the independent student newspaper of Williams College. The paper was founded as *The Williams Weekly* in 1887 and renamed in 1904. Since it was established, the *Record* has served as the lead news source for Williams, about Williams. Today, the *Record* can also be found online at its website, www.williamsrecord.com, which is updated every Wednesday morning with the printing of each new issue. Its readership stretches far beyond the bounds of the Purple Valley, reaching not only Williams parents and alumni all over the world, but anyone else who may be looking into Williams College.

Online Advertising Rate	
Dimensions (in pixels)	Price
250 x 250	\$50 per week

Advertising on *The Williams Record* website is the best way to reach the Williams College community. Each semester, it receives over 20,000 unique visitors. Our tight-knit community and faithful readership ensure that your advertisements get the best exposure possible. We have the ability to design ads for you, as long as specifications for content are given. Want more information than appears in this guide? Email advertising@williamsrecord.com with any questions about advertising online.

ADVERTISING IN THE RECORD ONLINE

Our online advertisement rate is \$50 a week for a fixed size of 250 x 250 pixels. We offer a 10 percent discount for advertising over multiple weeks, declared up front. Please e-mail orders and ad submissions in high-quality JPG, PNG, or TIFF format to advertising@williamsrecord.com.

OUR SCHEDULE

The *Record* hits newsstands around Williamstown every Wednesday during the school year. However, the *Record* does not publish during reading periods or college breaks. This year, 21 issues in total are printed: 9 during the fall semester, one during the College’s “Winter Study,” and 11 during the spring semester. As opposed to print advertisements with deadlines before the intended issue, online advertising is available at any time.

Publication Date =

September

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

April

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					